

PROJECT VS.

PRODUCT





PROJECT VS. PRODUCT

V1.0

PROJECT THINKING



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The image features a solid orange background. A white rectangular area is centered, framed by a thick black border. Within this white area, the word "LIFECYCLE" is written in a bold, black, sans-serif font. In the background of the white area, there is a large, faint, light gray watermark that reads "SFA" in a stylized, serif font, with the letters slightly overlapping and tilted.

LIFECYCLE



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RISK



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The background is a solid orange color. In the center, there is a large, faint, light gray graphic. It consists of a large, stylized letter 'S' that is partially obscured by a large, stylized letter 'F'. The 'F' is positioned to the right of the 'S'. Below the 'F', the letters 'A' and 'N' are visible, suggesting the word 'FAN'. The entire graphic is centered and serves as a background for the text.

FOCUS AREA



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The background of the slide features a large, stylized, light-colored logo on an orange background. The logo consists of a large 'S' shape, a large 'E' shape, and a large 'F' shape, all rendered in a light gray or off-white color. The 'S' and 'E' are positioned above the 'F'. The entire logo is centered and occupies most of the background area.

WAY OF WORKING



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The background of the slide features a large, stylized, light-colored logo on a white rectangular field. The logo consists of a large 'S' on the left, a large 'F' in the middle, and a large 'A' on the right. The letters are rendered in a bold, sans-serif font. The entire white field is framed by a thick black border. The background outside the frame is a solid orange color.

GOVERNANCE



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ONCE & DONE



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ONGOING EVOLUTION



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A PLAN BROKEN DOWN INTO SMALLER PIECES



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UPFRONT ANALYSIS



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JUST-IN-TIME RESOLUTION



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**FOCUS ON SCOPE,
TIME & BUDGET**



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CUSTOMER FOCUS



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OUTPUT DRIVEN



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OUTCOME DRIVEN



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DRIVEN BY A PLAN



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DRIVEN BY EMPIRICISM



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